

## ABSTRACT

Using a Rules Model to Improve Handling of Personally  
Identifiable Information

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The present invention is a system and method for handling personally identifiable information, using a rules model. The invention involves defining a limited number of privacy-related actions regarding personally identifiable information; constructing a rule for each circumstance in which one of said privacy-related actions may be taken or must be taken; allowing for the input of dynamic contextual information to precisely specify the condition for evaluation of a rule; creating a programming object containing at least one of said rules; associating the programming object with personally identifiable information; processing a request; and providing an output. The invention does not merely give a "yes-or-no answer. The invention has the advantage of being able to specify additional actions that must be taken. The invention may use a computer system and network. One aspect of the present invention is a method for handling personally identifiable information. Another aspect of the present invention is a system for executing the method of the present invention. A third aspect of the present invention is as a set of instructions on a computer-usable medium, or resident in a computer system, for executing the method of the present invention.

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